Toronto Orchestras and Bands Playing "Merry Widow" Music All Over Town

CANADIAN MOVING PICTURE DIGEST

Vol. 26. No. 31 TORONTO 2, CANADA November 24th, 1934

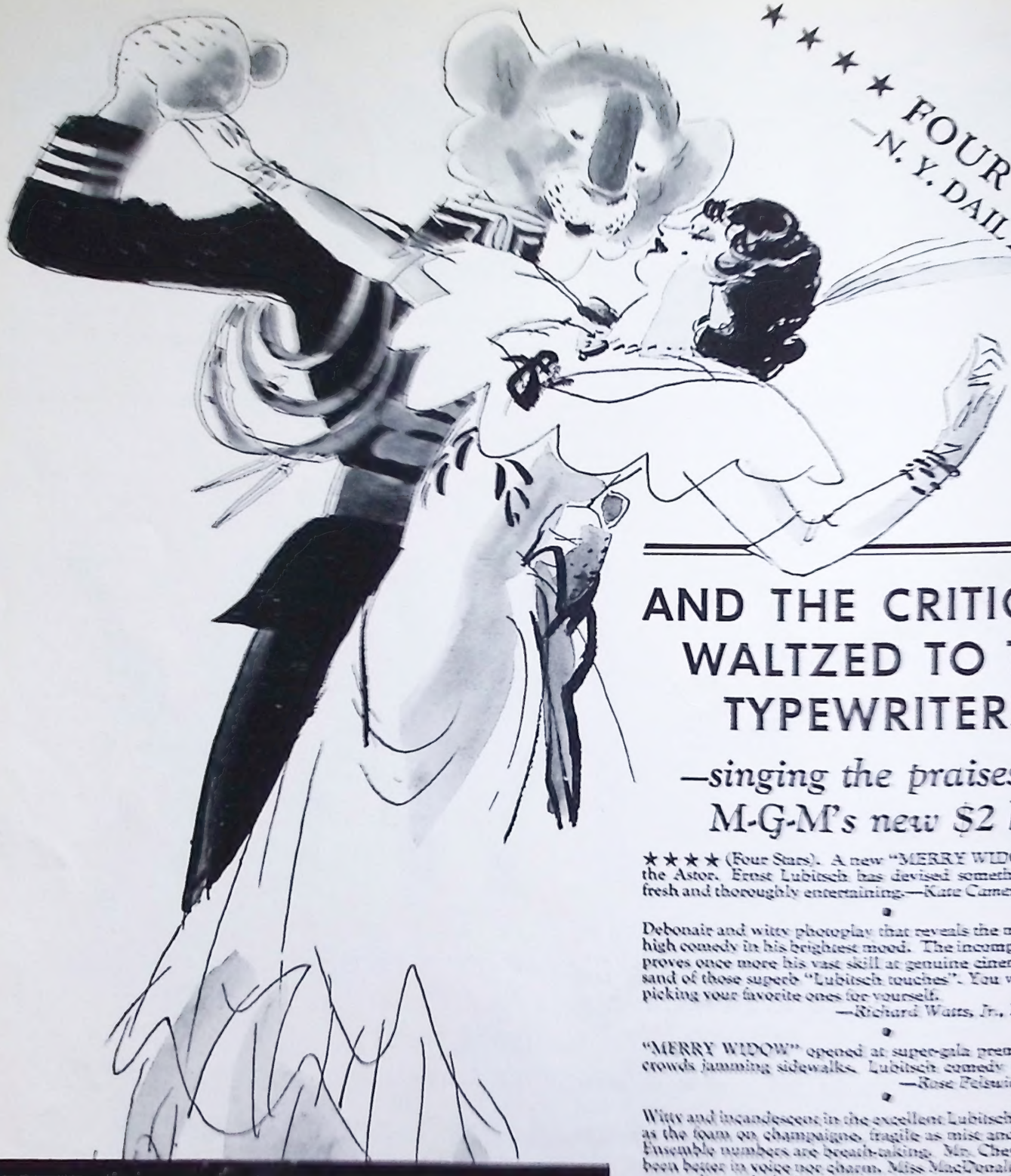
MERRY

It describes a great motion picture!
It reflects the reaction of the critics!
It tells how the audience feels!
It paints the box-office story!

It's the word that M-G-M has for the Giant $2 Astor, N. Y., sensation, now ready for your eager public

(over)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



★★★★ FOUR STARS —N. Y. DAILY NEWS

AND THE CRITICS WALTZED TO THEIR TYPEWRITERS!

—*singing the praises of M-G-M's new $2 hit!*

★★★★ (Four Stars). A new "MERRY WIDOW" emerges at the Astor. Ernst Lubitsch has devised something delightfully fresh and thoroughly entertaining.—*Kate Cameron, Daily News*

Debonair and witty photoplay that reveals the master of cinema high comedy in his brightest mood. The incomparable Lubitsch proves once more his vast skill at genuine cinema wit. A thousand of those superb "Lubitsch touches". You will probably be picking your favorite ones for yourself.
—*Richard Watts, Jr., Herald-Tribune*

"MERRY WIDOW" opened at super-gala premiere with huge crowds jamming sidewalks. Lubitsch comedy deftly put over.
—*Rose Pelswick, Eve. Journal*

Witty and incandescent in the excellent Lubitsch manner, heady as the foam on champagne, fragile as mist and delicately gay. Ensemble numbers are breath-taking. Mr. Chevalier has never been better in voice nor charm. Miss MacDonald—a captivating personality and a lyric voice. The winter season has been royally crowned.
—*Andre Sennwald, Times*

Audience applauded each song, each actor. All the lovely Franz Lehar score is there, sung delightfully. Romantic music, lilting, gracious waltzes that live on in memory. There are enough laughs to keep an audience giggling most of the time.
—*Eileen Creelman, Sun*

...gaily abandoned! A grand show. It makes the original seem stodgy. A "MERRY WIDOW" which we are sure is the merriest of them all.
—*Marion Dickerson, Brklyn Eagle*

The exquisite, haunting melodies sing as thrilling, sparkling life. Lubitsch triumph shows in all its glory. A delight alike for eye and ear and heart and soul. Lubitsch's sly, chuckling humor is perfect with unique precision. Film leaves audience bemused by its beauty, thrilling to its songs. Erich Von Stroheim's masterpiece.
—*Regina Crewe, N. Y. American*

Nothing but the touch of Lubitsch could consume the love palpitations of Count Danilo and the bouncing Sonia into the wistfully irresistible stuff which now spells Continuously sizzling [illegible]
—*Thornton Delehanty, Post*

HE'S DOING THE MERRY WIDOW WALTZ
(to your Box-office!)

Committee Which Organized Movie Ball, Royal York, Friday, Nov. 16th, Made It the Best Annual

Canadian Moving Picture DIGEST

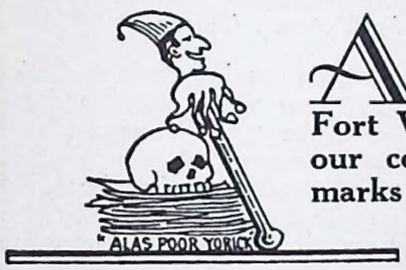
Established in 1915 for Exhibitors
Subscription: $5.00 yearly
Telephone: Waverley 4929
Cable: Ontocanada

RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. Toronto

Vol. 26, No. 31 TORONTO 2, CANADA November 24th, 1934

WE SERVE



A LETTER from Mr. Walter Davis, Orpheum Theatre, Fort William, fits in with our continued list of remarks from exhibitors all over the country and so we present it to you: "Dear Miss Lewis: Allow me to compliment you on your article under the caption of Ray Presents on the 'Crusaders of the League of Decency' in your issue of Nov. 17th, 1934.

"I only wish it was possible to have a few tear sheets of this article, as I know they could be used to advantage by theatre managers.

"I am carrying this issue around with me, asking divers people to read the article, as it speaks volumes. I also suggest that they see 'The Spectacle Maker', as it also contains a very enlightened story.

"May I add, we eagerly await the coming of the Canadian Moving Picture Digest each week, as we are always sure of some interesting and valuable items in the work we are interested in. Wishing you unlimited success, very sincerely, (signed) Walter F. Davis."

Thanks, Mr. Davis, we will send along some extra copies to help out the good work; and incidentally, you may be interested to know that we received a call from the Chairman of the Board of Censors of Ontario requesting some extra copies of this issue also.

Mr. Hardwicke informs The Digest that ten pictures were recently released in Ontario without the necessity of one elimination, and in view of the grade of the pictures now being released; and the titles of the coming pictures, all taken from historical classics, etc., the Ontario Department of Censoring has eliminated one of its "cutters", utilizing two, instead of the former three.

Mr. Hardwicke further informed The Digest that out of the list of ten pictures mentioned as objectionable by the League of Decency in Toronto, three were never sent to Canada, two were passed with eliminations, and five were completely rejected. Which rather leads us to conclude that there was "much ado about nothing"; and not much amiss with the Censor Board.

It was further explained that when Mr. Hardwicke was in communication with Father Muckle in connection with the statement made by Dr. Samuel Atkinson referring to thirty pictures banned in the U.S. and passed here in Canada, Father Muckle stated that the word "banned" implied "banned" by the Catholic Church only, and that the use of the word might have been admittedly misleading to the public.

We are also in receipt of a letter from Charles Rioux of the Canadian Theatre, Que. Mr. Rioux writes us in connection with "Thine Is My Heart" which did excellent business in his theatre. "Dear Miss Lewis: The reading of your comment on 'Thine Is My Heart' in the Canadian Digest, somehow, gave me a certain fear as to the success I would have with it as I was playing it in Quebec in my theatre." We hasten to quote sufficient from Mr. Rioux's letter to state that his patrons received it "as a marvellous production". We will publish his entire letter next issue.

Another letter from S. V. Halstead, Kingsville, Ont., reads: "My Dear Miss Lewis: On my return here I am pleased to find awaiting me last week's issue of your splendid publication, the Canadian Moving Picture Digest.

"While everything between its covers (and on them) is of pleasing interest as usual, and smacks of real pep, there's a sparkling humour bubbling in the Ray Presents of this number which, being so typical of its author, gives me a decided chuckle.

"Long life and deserving prosperity to The Digest should be the universal slogan of all branches of our great industry throughout Canada and wheresoever your up-to-date and spicy journal may be in circulation."

RAY PRESENTS

RAY LEWIS

NO one will dispute the fact that there is work for The Church to do today, if The Church intends to remain as a religious institution in a world which has in certain nations examples of doing away with The Church, and doing without the religious teaching of The Church.

Personally a world without religion is not a fit place to live in; and when this happens, I am ready for my swan song. But certainly those who oppose religious teachings pointing to the lack of religious living among the people of the world, are not deprived of powerful examples for their argument.

No one, perhaps I should be less dogmatic and positive and say, only a glorious minority live in accordance with the Ethical Laws of Moses of which Jesus said He Had Not Come To Take Away a Jot Nor a Tittle. Nor do these people who believe that the Teachings of Jesus are based on a principle of Love and not Law, being therefore more attractive to the emotional nature of Man, live in accordance with the Sermon on the Mount, the latter which analyzed down to a fine point simply embodies an idea of "Playing the Game", or what we understand in a British Dominion as "British Fair Play".

The War played havoc with the Power of The Church, because The Church could not reconcile its teachings of love, of peace, of goodwill, with what it preached about The Enemy, with what it preached about Conscription, etc., etc.

Not all churches lost their soul in a materialistic world and became Hypocritical Institutions through which Greed could wrap around itself the Religious Cloak of Respectability. Some preachers stood fearlessly to their ideals and lost their Church, or received a Call elsewhere, where they could do little harm to Vested Interests.

The Church today realizes that it has been weighed in the scales and found wanting, which is no excuse for the elimination of The Church, nor does it disprove That God Is, and that The Holy Bible is a divine record of God-Intoxicated and Inspired Men and Women.

It, however, reveals why The Church must find a "goat", upon which it can hang its vices, driving this "goat" into the wilderness, to be a "goat" for the sacrifice. Motion Pictures is the "goat" at present. It is a safe "goat", it is a "goat" which lends itself to publicity, it is a sensational "goat"; it is a "goat" which will appeal to Reformers of various degrees, it is a "goat" which will at once attract the attention of women, it is a "goat" which will not receive much opposition from business men, or business interests who are more interested in the older Industries, the financial marts of the world, War, Ammunition, International Treaties, Tariffs, etc., etc., than in Motion Pictures.

MOST business men on hearing about the "wicked movies" will have a big laugh and take no steps to save the "goat", because while the women and reformers are busy attacking Motion Pictures, they will let other Enterprises alone. It is the same idea as Nero had when in order to cover his own iniquitous burning of Rome, he threw the Christians to the lions.

If The Church interested itself in cleaning up politics, political machinery, the discharge of civil servants, in order to amplify the possibilities of political patronage, if The Church investigated Low Wages, Unemployment, etc., etc., The Church would run up against the opposition of its richest parishioners, so it selects for its "goat", Motion Pictures and organizes The League of Decency.

THE CHURCH should mind its own business which is "saving souls". It should interest itself in every phase of life, because Living is directly concerned with the saving of souls, through teaching the owners of souls (we are all supposed to have a soul) how to live to express that soul. The soul, I was taught from infancy, is an Emanation of God. It is All Good. The Church should endeavor to make the Body good enough for the soul.

How is this to be accomplished? Certainly not by preaching sensational subjects from the pulpit such as our preachers have done, but through teaching people the Ethics of Right Living. If The Church is sincerely interested in Motion Pictures, if it believes that Motion Pictures has a power to influence, then The Church must believe that this can be an influence for good; and should avail itself of such service by preaching from the pulpits the stories of the excellent pictures which are released, but which have no popular appeal.

Here is a test of sincerity in respect to the interest of The Church in Motion Pictures. Here would be an example of constructive service. For example, the Motion Picture "Power" by Feuchtwanger recently released through Regal Films, it is a Gaumont-British production, magnificently acted and produced. Its tragic finale with its cry to God, "Hear O Israel, Hear O Lord, The Lord God Is One", is like the cry of Jesus upon the Cross, "My God, My God, Why Hast Thou Forsaken Me". What a ser-

(Continued on page 5)

M. A. Sorsoleil, Deputy Minister of Welfare, Makes Sensational Charges Against Tobacco—Motion Pictures, and is Suspended

Digest of News

By The Editor

Royal Victoria Remains Same

THE Royal Victoria Theatre, Victoria, will not be remodelled owing to excessive costs, so we hear. It was originally planned to spend about $25,000 on alterations and improvements by the Famous Players Canadian, in order to convert the theatre into a picture house, but owing to what is reported as the "excessive costs" involved there will be no remodelling. The conversion to sound may, however, be proceeded with.

Theatre For The Village

THE Toronto Branch of the Ontario Association of Architects has presented a plan for the erection of a model village within the Forest Hill Village, social centre of Toronto. A new town hall, post office, fire and police department, a church, a library, two banks, a shopping area, sites for new apartment houses and a theatre are included in this plan the location of which is Eglington Avenue between Spadina Road and Bathurst St. The proposal included the widening of this part of Eglington Ave. by 32 feet, on either side and special parking arrangements. Cutting the street in half the shopping area would be located at Spadina Road end, while the apartment sites would be up towards Bathurst St. The plans were discussed in detail at a largely attended meeting recently held in the Forest Hill Village School. A special meeting of all property-holders and owners is to be called to secure their approval to the proposal.

House Seats One-Tenth of Population

AT Campbellton, N.B., the Capitol Theatre, owned by Mr. F. G. Spencer has been altered to increase its seating capacity to 800, with every seat of equal value as far as "seeing pictures" is concerned. This means that the Capitol can seat one-tenth of the population of Campbellton at one sitting. Incidentally with the changes introduced this town will have one of the finest theatres in the Maritime Provinces.

St. John Ambulance Society Gives Diplomas to Showmen

THE Montreal Standard of recent date had a most attractive photo of the United Theatre Managers who received diplomas from the St. John Ambulance Society at a recent dinner held at the Mt. Royal Hotel. The diploma implies first class qualifications as "first aiders". The group has the distinction of being the only theatre group of managers which has had such an honour conferred on them. Mr. S. A. Gidlow, of the St. John Ambulance Society conducted the first aid course. Mr. George Genetakos, Managing Director of the United Theatres, sponsored the idea.

RKO Capitol Merchants' Exhibition

THE RKO Capitol at Ottawa had a pre-Christmas Merchants' Exhibition in the lobby of the theatre Nov. 9th to Nov. 15th. Merchants took full advantage of the opportunity to display their most attractive wares to the thousands of patrons of the theatre. Flowers, silverware, furs, shoes, lingerie, radio, household furnishings, automobiles, photography, Christmas puddings and cakes etc., etc., made up the display.

Motion Pictures For Medicine

AT the London, Ont. medical school motion pictures were used to illustrate the latest surgical technique to students. As an innovation a film will be shown each month at the school, the film dealing with a certain phase in the training of medical students. Dr. George Ramsay of the department of surgery was the leading force in the introduction of such films for the school. There is a discussion on the subject as filmed with each presentation.

Clifford E. Denham

THE Dominion Theatre, Victoria, B.C. is to have a new manager in the person of Clifford E. Denham, who was formerly manager of the Royal Victoria. He has been appointed to succeed S. P. McMordie who leaves for Vancouver to manage the Dominion theatre of that city. The Royal Victoria will also be under the management of Mr. Denham, the theatre will be available for road shows and local productions.

French Films Injunction

THE Empire Theatre of Quebec was recently served with an interlocutory injunction restraining the exhibition of the French film, "La Porteuse de Pain". The injunction was sought by the Les Theatres Cartier-Victoria Ltd. of Quebec against the Compagnie France Films of Montreal. The plaintiffs allege that on May 26th, 1934 they contracted with the defendant company for 65 films to be shown at their theatre in Quebec. The agreement gave this company first-run and "Porteuse de Pain" was among the pictures named as first-run for the plaintiffs theatre. Empire Theatre it is alleged advertized the picture as first-run for its theatre and the action furthur involves a breach of contract angle.

Exhibit Uncensored Films

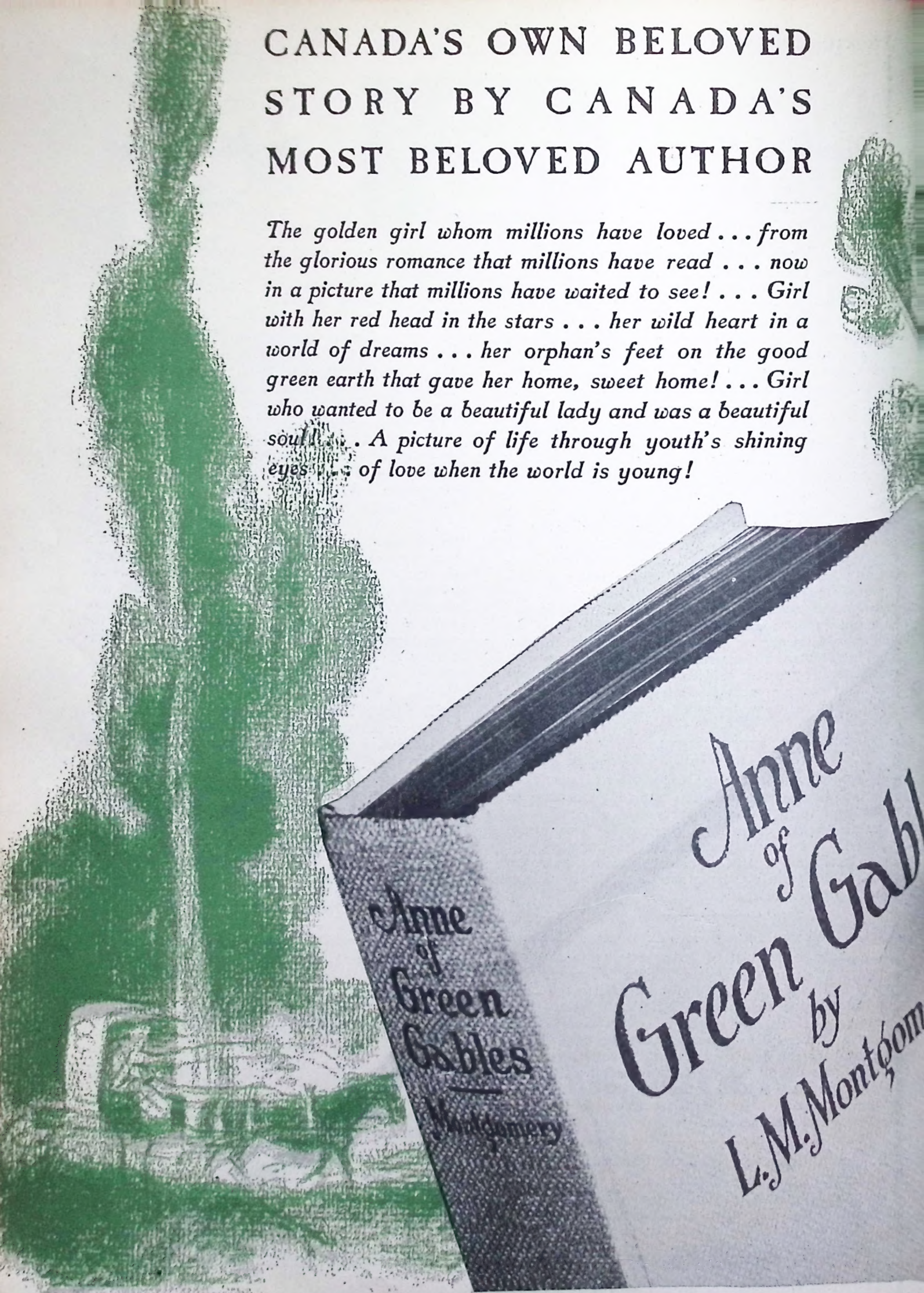
TWO talking pictures of South Africa which the press reports "it was admitted, have not been submitted to the local censor bureau" gave a frank insight into the ceremonials which attend the reaching of manhood and womanhood among the native tribes of South Africa. The picture entitled "Red Blanket" and "Wedding of Uminkulu" show how a Zulu takes a wife unto himself and the colorful pageant which surrounds the wedding ceremony. The tribal customs of the farming element were also shown to the Advertising Club's luncheon at the Mount Royal Hotel, Montreal. David de Waal Meyer, South African Government trade commissioner was to speak on "Publicity in South Africa". Mr. de Waal Meyer made a few introductory remarks. The pictures did the talking. Mr. W. J. C. Sutton, president, occupied the chair.

(Continued on page 8)

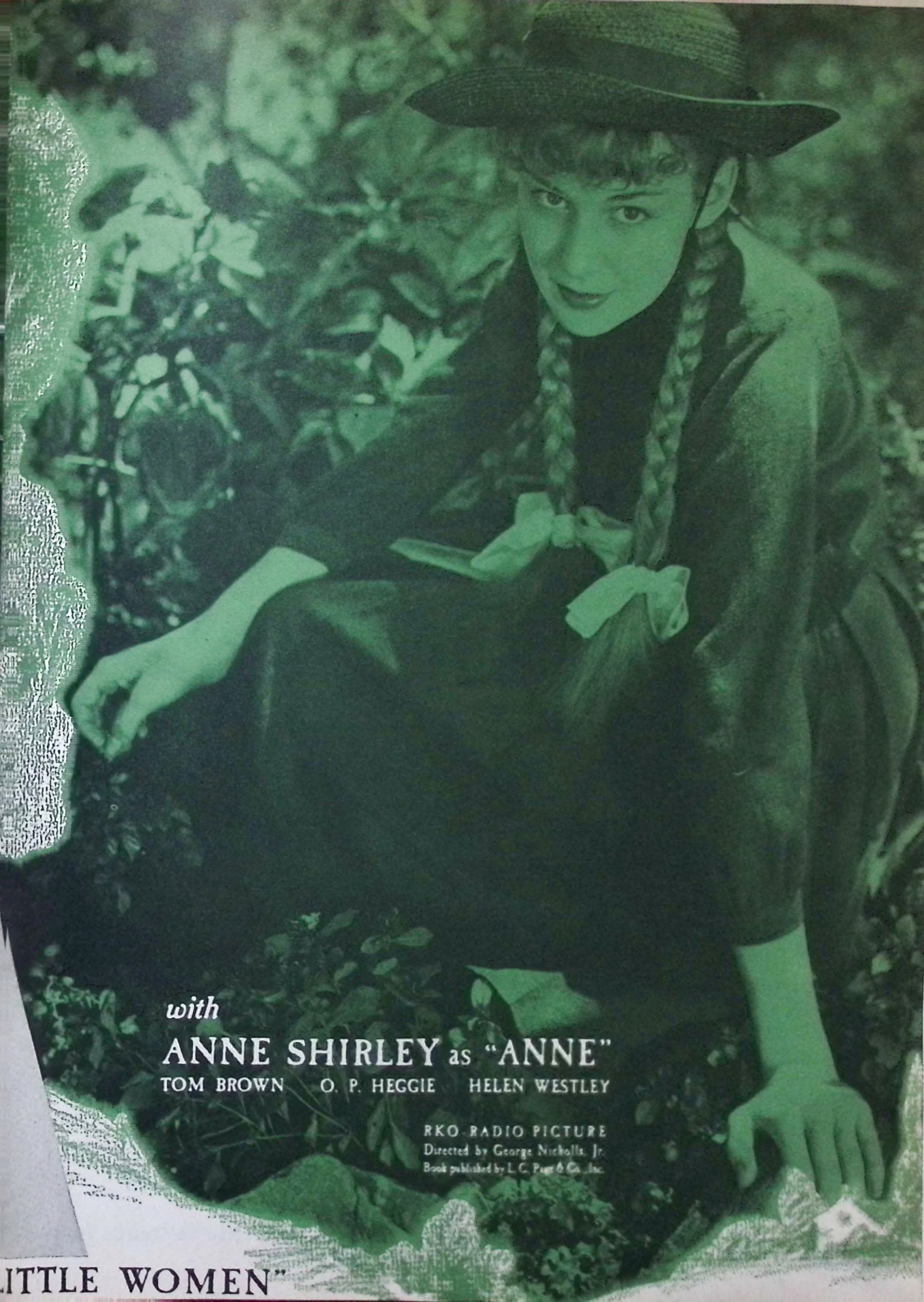
"The Merry Widow" Comes to Loew's for Great Public Welcome

CANADA'S OWN BELOVED STORY BY CANADA'S MOST BELOVED AUTHOR

The golden girl whom millions have loved . . . from the glorious romance that millions have read . . . now in a picture that millions have waited to see! . . . Girl with her red head in the stars . . . her wild heart in a world of dreams . . . her orphan's feet on the good green earth that gave her home, sweet home! . . . Girl who wanted to be a beautiful lady and was a beautiful soul! . . . A picture of life through youth's shining eyes . . . of love when the world is young!



A PICTURE MADE FOR THE MILLIONS WHO LOV


with
ANNE SHIRLEY as "ANNE"
TOM BROWN O. P. HEGGIE HELEN WESTLEY
RKO RADIO PICTURE
Directed by George Nicholls, Jr.
Book published by L. C. Page & Co., Inc.

ITTLE WOMEN"

Dear Old London

(Special to The Digest from our London correspondent, Dennison Thornton)

Veidt Out Of Germany

BECAUSE he played in "Jew Suss", Conrad Veidt has been forbidden to re-enter Germany . . . Raymond Massey, brother of the Hon. Vincent Massey, has been assigned an important role in B.I.P's "Abdul the Damned" . . . Robert Donat has been given the lead in London Films' "Whither Mankind?" . . . John Gielgud who played the schoolmaster in "Good Companions" is to play "Hamlet" on the stage . . . B.I.P. are using color sequences in their "Radio Parade" opus . . . the London Philharmonic Orchestra plays the musical accompaniment in Basil Dean's "Lorna Doone" film.

Portable Projector In Theatre

DURING the showing of a "Silly Symphony" at the London Pavilion recently there was a sudden break followed by appearance of these words on the screen: "Release Thaelmann; Smash the National Government; down with Mosley and Fascism". Mystery surrounds the incident since it is claimed the words were not projected from the operating booth. A possible explanation is that someone in the audience used a portable projector.

Competing Pilot Picks Film

IN order to be first with pictures of the start of the England to Australia air race an enterprising newsreel company arranged with one of the competing pilots to land after the official take-off and pick up the film. When the pilot reached Melbourne the negatives were rushed to a laboratory, developed, and shown at theatres the same evening together with pictures of the finish of the race

"The Morals of Marcus"

MILES Mander has been assigned to direction of "The Morals of Marcus", the W. J. Locke story which Julius Hagen is producing at Twickenham Studios. Besides being known as an actor and director, Mander has gained a reputation as an author. His recent book of paternal advice, "To My Son", caused something of a sensation for its amazing frankness.

Seven to Million and Half

SEVEN films showing at big West End theatres have been seen by more than a million and a half people up to the time of writing. Here are the details:—

"House of Rothschild" (26 weeks)—600,000.
"Blossom Time" (9 weeks)—300,000.
"Nell Gwyn" (5 weeks)—225,000.
"Jew Suss" (18 days)—100,000.
"One Night of Love" (5 weeks)—100,000.
"Barretts of Wimpole Street" (11 days)140,000.
"Bulldog Drummond Strikes Back" (14 days)—114,000. Based on an average admission price these films between them have earned over a million dollars in a total of 51 weeks.

NEWSREEL history was made here recently when Gaumont-British showed televised motion pictures of the finish of the England-Australia air race. The pictures were televised by wireless from Melbourne, one at a time, reproduced as individual photographs in London, and then pieced together to make a film. This is the first time such an amazing feat has been accomplished. in motion photography.

Digest of News

(Continued from page 5)

E. P. Fields Plays "Evergreen"

"EVERGREEN", the Gaumont-British picture which introduces Jessie Matthews in a most delightful characterization of mother and daughter, was recently presented at the Capitol Theatre, Regina, where it made a most pleasing impression.

New York American Praises British, "Little Friend"

GAUMONT-British-Regal latest release "Little Friend" with Nova Pilbeam has received some very noticeable praise from the New York American film reviewer, who states, "A tense story well told by Berthold Viertel, exquisitely played by the young dramatic artiste, Nova Pilbeam. "Little Friend" goes a long way back toward increasing the public Gaumont-British has created for themselves on this side of the water".

"Evensong" For Roxy

"EVENSONG" had its New York premiere showing at the Roxy, Nov. 16th, with Evelyn Laye, that most beautiful and accomplished actress and singer as the star. "Evensong", which "Mickey" Balcon, supervisor of productions for Gaumont-British, hails as the picture in which Evelyn Laye has done the best work of her career in motion pictures. Regal are releasing "Evensong" with its British group of twelve.

The New York Times Pictures of the Week

THE New York Times of Nov. 18th, announces in its column, "Pictures of the Week", the following pictures with added comment, "Kid Millions" one of the best of the Eddie Cantor films. A merry tuneful bazaar, with Ethel Merman as a staunch support for the goggle-lamped comedian — "Big-Hearted Herbert" — Guy Kibbee is the whole show in this lively and amusing screen version of the play — "Man of Courage — An Italian chant of triumph for the glories of Mussolini and fascism — Evelyn Prentice, Myrna Loy and William Powell are excellent in this melodrama — "There's Always Tomorrow" — another superb performance by Frank Morgan in the story of a wistful family man who escapes his loneliness at home in a shy romance with a pretty neighbor. "The White Parade" — A flashy, occasionally entertaining, but generally glib and exterior study of the student nurses, with John Boles and Loretta Young. "I'll Fix It" — Unintentionally humourous melodrama about the town political fixer and the little schoolmarm. "A Girl of the Limberlost" — Those who admired the late Mrs. Stratton-Porter's novel will find the film version a competent and pious adaptation. "The Firebird" — A routine though skillfully filmed melodrama which tells of the mysterious death of a disagreeable Viennese actor.

W P. COVERT, business agent of the Motion Picture Projectionists Union, made a statement at the Toronto District Labor Council meeting recently, which made a distinct impression upon the delegates there assembled. Mr. Covert is reported as having been in conversation with a multi-millionaire in Toronto who stated that he had controlled the Conservative Government, and would control the Liberal Government.

"There will be no codes," Covert stated this man told him; and "if this matter is laid over to the next meeting and taken up, and given plenty of time for discussion we can go into it thoroughly and I will name the man who made this statement to me."

Premier Hepburn Defends Motion Pictures, "There Isn't a Tittle of Truth in a Single Charge Made by Unknowing Critics"

Show Business

Leslie Howard Sails for New York

Leslie Howard, star of the London Films production of "The Scarlet Pimpernel", left England yesterday (Wednesday) aboard the Berengaria en route to America. Merle Oberon, who is co-starred with Howard in the filmization of the Baroness Orczy work, is expected to arrive here shortly after. Miss Oberon will then go to Hollywood where she will appear in her first American screen production.

M-G-M Filming Walpole's "Vanessa"

Otto Kruger has been added to the cast of "Vanessa", adaption of Hugh Walpole's novel of the same name soon to get under way at Metro-Goldwyn-Mayer studios. Helen Hayes and Robert Montgomery play opposite each other in the new film, which will be directed by William K. Howard.

Universal Bring "Moon Mullins" Comic to Screen

James Mulhauser, who collaborated with Gladys Unger on the screen play of "Strange Wives", has been assigned to the screen treatment of "Moon Mullins", the famous newspaper comic strip by Artist Willard.

COMPLETE
Theatre Equipment and Supplies

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.
Everything for the Theatre from Sheet to Street.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

Final Titles Announcea for 2 Coming M-G-M Productions

Final titles were announced last week for two forthcoming Metro-Goldwyn-Mayer productions.

One of these is the Charles Coe Saturday Evening Post serial, "Repeal", which will now be known as "The Gay Bride". Carole Lombard and Chester Morris have leading roles in this story of post-prohibition days, under Jack Conway's direction.

"The Band Plays On" becomes final title for the picture formerly known as "Backfield", a story with a football background. The cast includes Robert Young, Betty Furness, Preston Foster and Ted Healy, and Russell Mack is director.

"Anne of Green Gables" Heads List of Releases

RKO Radio Pictures' is to release six feature productions during this month, headed by the brilliant successor to "Little Women", based upon the classic L. M. Montgomery story "Anne of Green Gables", Ned. E. Depinet, President of the RKO Distributing Corporation announces.

"Dark Crossing"

Universal has purchased a story by William A. Johnston and Forrest Halsey which will be a possible starring vehicle for Jane Wyatt. It is entitled "Dark Crossing". Gladys Unger has been assigned to adapt it and if the adaption turns into a Jane Wyatt vehicle it will be produced at Universal City in January.

"Casino de Paree" Begins Production

Work on "Casino de Paree", their first co-starring appearance, began at the First National studios for Mr. and Mrs. Al Jolson (Ruby Keeler) yesterday, after they have returned from Palm Springs. The Jolsons' first co-starring picture is an adaption by Earl Baldwin of a story by Bradford Ropes, author of "42nd Street", which initiated Miss Keeler into the cinema. Archie Mayo will direct "Casino de Paree".

Wheeler and Whoolsey to Do 2 a Year for RKO

Bert Wheeler and Bobby Woolsey, noted comedy team, have decided to make only two feature comedies a year for RKO Radio Pictures, instead of three or four, as in the past.

The comics have decided that by concentrating on two films a year the quality of the productions can be vastly improved, with the added time for preparation, rehearsals and polishing.

Both Wheeler and Woolsey have land at Palm Springs, the popular desert resort near Hollywood, where they spend much of their time between pictures these days.

Edmund Goulding to Direct for M-G-M

Edmund Goulding will produce and direct his own story, "The Flame Within", at the Metro-Goldwyn-Mayer studios, according to announcement from the coast. Goulding's last picture at Culver City was "Riptide", and his other productions include "Grand Hotel" and "Love".

Toronto Theatres

LOEW'S — Manager Jules Bernstein — Constance Bennett and Herbert Marshall in "The Outcast Lady", produced by Metro-Goldwyn-Mayer.

IMPERIAL—Manager Jack Arthur — RKO's "The Gay Divorcee", with Fred Astaire and Ginger Rogers.

TIVOLI—Manager D. Krendal — Norma Shearer and Fredric March in "The Barretts of Wimpole Street", a Metro-Goldwyn-Mayer picture.

UPTOWN—Manager Tom Daley — Jan Kiepura in "My Song For You", a Gaumont-British picture, released through Regal Films Limited.

SHEA'S—Manager Jerry Shea — Ida Lupino in "Ready For Love", with Richard Arlen and Marjorie Rambeau, produced by Paramount.

Chairman Ontario Board of Censors States "Since 1932 Only Two Rejected Pictures Appealed to Appeal Board of Ontario."

A WONDERFUL HUMAN STORY!

A Smile, a Tear! Suspense, Surprise!
And Then Comes Real Happiness!

Year's Most Talked-About Picture!

"Little Friend" is thrilling enough to fascinate the most blase, and yet it is distinctly more than entertainment. Everybody would benefit by seeing this splendid picture.

W. J. Dunlop,
University of Toronto.

If I were the Roosevelt of the town I'd send a ticket to every parent to see "Little Friend", the British-made movie featuring Nova Pilbeam, who is only 14 years old.

Walter Winchell,
N. Y. Daily Mirror.

It is a tense story well told and exquisitely played by the young dramatic artist, Nova Pilbeam, supported by a well chosen cast of adults.

N. Y. American.

HER TESTIMONY CONVICTED HER MOTHER!

Forced to give evidence against the Mother she loved so dearly, she had no alternative but to reveal the damning truth.
"Something to stand up and cheer about! Deeply moving. Nova Pilbeam is superb!" —N.Y. DAILY NEWS
"One of the most human and poignant pictures of the year!" —N.Y. SUN
"Nova Pilbeam hits dramatic heights in 'Little Friend.' It is a tense story; heart rending." —N.Y. AMERICAN
"Splendid and poignant story. 'Little Friend' is very close to being a masterpiece!" —N.Y. TIMES
GAUMONT BRITISH presents
A New Personality
NOVA PILBEAM
"LITTLE FRIEND"
MATHESON LANG
LYDIA SHERWOOD
Directed by BERTHOLD VIERTEL
Story by ERNST LOTHAR
GB

2-E

"Little Friend" is a film that will appeal to parents, teachers and all others interested in the relationship between parent and children. I heartily recommend it.

Miss Margaret Gould,
Executive Secretary,
Child Welfare Council,
Toronto.

More than one telling point is made in the extremely fine British film, "Little Friend", put on at a private preview this week . . . . Reliable critics have called "Little Friend" a masterpiece and a compelling human document.

Bride Broder,
Toronto Mail and Empire.

A human and compelling document played with astonishing feeling by its 14-year-old star, Nova Pilbeam.

N. Y. Evening Journal.

2 Weeks at the Roxy Theatre, New York, Where It Broke Every House Record!

NOW PLAYING INDEFINITE RUN AT UPTOWN, TORONTO

Distributed in Canada by Regal Films Limited